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The Power of Real-Time Social Media Marketing: How to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected World

By Teri Thompson, Beverly Macy

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Power of Real-Time Social Media Marketing: How to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected World, Teri Thompson, Beverly Macy, This title offers today's hottest trends for on-the-spot marketing! "A must read for media and marketers." (Alan Cohen, CEO, OMD USA). "What do fish tacos, data storage, and disaster relief all have in common? Each has harnessed the power of marketing that amplifies via the real-time social web. These and many other case studies are part of this engaging new book that details strategies for marketers to understand, evolve, and profit in the social age." (John Gerzema, Chief Insights Officer, Young & Rubicam, and coauthor of "Spend Shift"). "Understanding what's possible and how to use social media will be essential for every marketer; this book will hold your hand in this brave new world." (John Miller, CMO, NBC Universal TV Group). "Like it or not, social media is here to stay. It needs to be understood, managed, and harnessed. This book tells you how. Read it!" (Zhihang Chi, Ph.D., Vice President and General Manager, North America, Air China Limited). "Beverly Macy is a...



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